Using Connected Lighting & IoT Systems to Win More Projects and Increase Service Revenue

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Agenda

• Overview
• Win More Projects
• Earn More Service Revenue
• Software Tools
• Case Study
• 3 Big Takeaways
• Q&A
Overview

• Nationally <5% of Lighting Projects are Networked
• LEDs last 5-20 years
• Simple Controls and Non-Networked Controls are majority of Control Projects
• Networked Controls & IoT Product Costs Declining
  • ~$45/fixture down to $30/fixture - High Bay
• Networked Systems “Always On”
• Networked Systems Increase BOM & Failures
Win More Projects

• Major Trends:
  • More Projects are Networked
  • Large National Accounts Driving Adoption
  • IT Companies Entering Industry
  • Suppliers Reducing System Cost and Complexity
  • Utility Rebates Shifting to Focus on Networked Systems

• Winning Strategies:
  • Properly vet suppliers through NALMCO
  • Qualify Customers Early & Lead with Networked Systems
  • Hire/Train IT Specialists (NALMCO)
  • Consider Partnering with Cx agent or IT specialist

The Standard for Lighting Management Quality since 1953  www.nalmco.org
Win More Projects

• Software Solutions:
  • Supplier Design Software
  • Lighting Workflow Management Software
  • Device Provisioning & Commissioning Software

• Case Study:
  • Lighting Company:
    • Leading with Connected Lighting Sales
    • Recently won 2 national accounts by positioning as expert
    • Leveraging 3rd party software/service to handle tech aspect
      • Design/Commissioning/Provisioning/IoT Sales support
    • Reduced commissioning time and costs by 60% over traditional methodology.
Earn More Service Revenue

• Major Trends:
  • Longer LED lifetime and warranty periods
  • Some Suppliers Offering Inadequate Installation Warranties
  • Annual Service Contracts Reduction
  • Networked Systems “Always On”
  • IoT for Critical Systems using Lighting Infrastructure
  • Automated Service Calls Replacing Periodic Relamping

• Winning Strategies:
  • Shift from “If it’s on I’m gone” to “Always On, Guaranteed”
  • Sell full wrap warranties, including full price for labor
  • Sell networked controlled systems with more devices to manage, service, and repair
Earn More Service Revenue

• Software Solutions:
  • Workflow Management Software
  • Service Software w/ Work Order Management
  • Lighting Control, EMS, BMS, BAS Software

• Case Study:
  • Lighting Contractor: Fortune 500 Campus Headquarters
    • 2 million sq. ft.-3 buildings
    • Full Networked Lighting Controls
    • Conference Room Management- Occupancy Output
    • Huddle Room Management- with Indicator Lights
    • Temperature Visualization
    • **Automated Work Orders for system maintenance**
    • GreenLight IoT Performed remote commissioning work for contractors.
    • Project workflow was streamlined and completed ahead of schedule.
Automated Work Order Example

Location: XYZ COMPANY
1212 County Rd. 194
Boston, MA

Issue: Device not reporting

Part Number: WHB20- Wireless High Bay Sensor-Bluetooth Enabled

Manufacturer: ABC Lighting Controls

Fault Level: Critical- Indoor positioning/Robotics

Location: Tower 2, Floor 1, North East Highbay area

Equipment Needed: 28' Lift required for service.

Corrective Action: Ensure power available to device. Check indicator light for specific fault (see attached installation guide for Fault meanings) Follow trouble shooting steps outlined in the Installation guide. Possible Replacement Required.

Site Contact: Bill Watson- 888-555-1212 ext. 108

Specific Site Instructions: Coordinate with site contact prior to arrival.
Software Tools

• Lighting Retrofit Workflow Management
  • Audit, Design, Sell, Propose, Order, Install, Commission, Operate
  • Key Integrations: CRM, Accounting, Suppliers, Financing, Rebates, Service

• Leading Providers
  • Best of Course: Retrolux
  • Lightbids, Lighting Accessor, SiteLite, Hancock, Eco-Insight (WESCO)
Software Tools

• Device Provisioning & Commissioning Software
  • Auto-Generate Punch list items
  • Digital As-Built documentation
  • Auto/Remote commissioning
  • Simplifies Contractor Scope to “verification” –no special training

• Leading Providers
  • Best of Course: Greenlight IoT
  • Floorplans with stickers/Spreadsheets
  • Proprietary systems
Software Tools

• Supplier Design Software
  • Proprietary & Complex
  • New Construction Focus
  • Expert Training Required

• Leading Providers
  • Lutron Designer+
  • Acuity Unity 2
  • Bluebeam + Spreadsheet
Software Tools

- Service Software
  - Work Orders
  - Time Tracking
  - Routing and Scheduling

- Leading Providers
  - ServiceNow
  - Service Titan
  - Salesforce Service
  - Service Max
  - Etc
Case Study:

- 300 Big Box Retail Locations retrofitted with New LED lighting with 3 different smart building protocols embedded
- RTLS Services required
- Manufacturer Needed technical service company to help deploy
- Traditional process was outlined as 2-3 days on-site for commissioning/provisioning with technical training requirement
- API’s were opened by manufacturer and process was improved to 3-4 hours on-site. Can be completed by contractor with 15 minute training.
- Over 50% reduction in costs associated with start up was accomplished.
The Commissioning Challenge...
Case Study Continued... THE OUTPUT
The Trends

- API - Application Programming Interface
  - Data Subscription Services
- Third Party Components
  - CO2 Levels or bathroom traffic – Notify Cleaning Crews
  - Occupancy Data fed to room scheduling applications
  - Bluetooth/VLC Data used for third party RTLS
- Remote Commissioning Services
Wireless Networked Controls

Perception

• Complicated to Implement
• Lots of design criteria to consider
• Fickle, unreliable systems
• Adds Cost/ Longer Installs
• Need Multiple SME’s to manage installs
• Expensive Start up Costs

Reality

• Reliability has steadily improved over the past 3-4 years
• Increase in demand due to ‘add on’ applications and easier install than wired alternatives
• Important for future service revenue
• Here to stay
• 3rd Parties and Manufacturers working hard to simplify installer scope
3 Big Takeaways

• Leverage Networked Controls to Win more Projects and Earn More Service Revenue
• Leverage Software to Minimize Cost Impact and Increase Market Share
• Use NALMCO to identify best practices and implement them fast
Thank You!

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